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June 5, 2006

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Review of the Emergency Alert System, EB Docket No. 04-296

Dear Ms. Dortch:

On June 2, 2006, AT&T incorrectly filed a Notice of Ex Parte in Dockets 04-36 and 05-311. This ex parte is being refilled in the appropriate docket.

On behalf of AT&T, Inc. (AT&T), Paul Whitehead, Christopher Boyer, Jim Lamoureux, James K. Smith and Tom Hughes met, on June 1, 2006, with the following Commission staff members: Greg Cooke, Wayne T. McKee, John Gabrysch, John Wong, Sherille Ismail, Tim Peterson, Paul Marangoni, Walter Johnston, and Maureen McLaughlin. At the meeting, AT&T provided an overview of Project Lightspeed and AT&T's IPTV platform. The attached presentation was used as the basis of the briefing.

Consistent with its comments filed in this proceeding, AT&T indicated that as a provider of IP video service it intends to participate in the Emergency Alert System (EAS). AT&T will "pass through" all EAS alerts, local as well as national, provided by local broadcast channel feeds. AT&T is developing an IPTV-specific solution for non-broadcast channels and is in the process of working with its middleware provider to define the interface between EAS equipment and the IPTV middleware. IP video is still a nascent technology and technical challenges remain in implementing EAS over this technology. AT&T is working with vendors to develop the appropriate equipment due to the fact that only a limited set of current EAS system receivers provide alert information in IP format. In addition, AT&T's IP video vendors have not yet developed the proxy server capability to route EAS messages to the appropriate end user. As a result of these and other technical challenges, the Commission should allow sufficient time to allow implementation. Specifically, AT&T requested that the Commission establish no deadlines earlier than December 31, 2007. At the same time, it was noted that the Commission should refrain from adopting rules that unduly restrict the manner in which IP service providers distribute and display emergency information, or that otherwise restrict innovation in this area.

If you have any questions, please do not hesitate to contact me at (202) 326-8895.

Sincerely,

/s/ Jim Lamoureux
General Attorney
AT&T Services, Inc.

Attachment

cc: Greg Cooke
Wayne T. McKee
John Gabrysch
John Wong
Sherille Ismail
Tim Peterson
Paul Marangoni
Walter Johnston
Maureen McLaughlin

Delivering Emergency Alert Service (EAS) Over AT&T U-verse TV

June 1, 2006

Executive Summary – AT&T's Plans For EAS

- Notwithstanding AT&T's position that we are neither offering a cable service nor deploying a cable system AT&T will provide EAS alerts to its customers.
- AT&T recognizes the importance of providing public safety information and consistent with our history of good corporate citizenship is developing an EAS solution for IPTV.
- Given the nascent nature of IPTV and the challenges in implementing EAS over this technology AT&T needs time to fully implement EAS.
- AT&T is currently providing EAS alerts to customers included in its "controlled market entry" in San Antonio, Texas by retransmitting the alerts provided by local broadcasters.
- AT&T is planning to implement the capability to provide EAS alerts on additional content sources, including its national channels, on or before December 31, 2007.
- AT&T's plan will include providing all EAS alerts, national, state or local, provided over the national EAS infrastructure.
- AT&T's EAS implementation will be consistent with the FCC's rules outlined in 47 CFR 11 (*e.g.,* to receive, decode, encode and distribute EAS messages).

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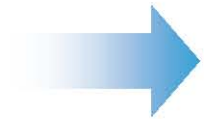
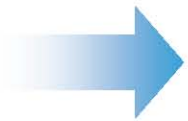
Project Lightspeed Overview

Market-Changing Services



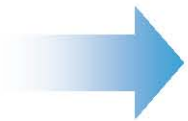
- Integrated services
- HSIA, VoIP & IPTV

Powerful Network



- Both FTTP and FTTN
- Natural extension of current fiber deployment and broadband network

Speed To Market



- Initial deployment to approximately 19 million households

Lightspeed Access Network

Fiber to the RT (Pronto)

Central Hub — Fiber — Remote Terminal — Copper — X-box — Copper

Today

1.5 - 6.0 Mbps

Fiber to the Node (FTTN)

Central Hub — Fiber — Fiber — IP Node — Copper

Brownfield

20 - 25 Mbps

Fiber to the Premises (FTTP)

Central Hub — Fiber — Fiber — Optical X-box — Fiber

New Build

20 - 25 Mbps

= Network Electronics
X-box = (Cross-connect box or cabinet)

Project Lightspeed Offerings

- An all IP network moves AT&T away from a discrete service approach and offer a range of services over a common platform, including switched video, enhanced broadband Internet access, and VoIP

- **20-25 Mbps**
- **Everything IP**

High-Speed Internet Access

AT&T U-Verse TV^{sm}

Voice Over IP (VoIP)

AT&T U-verse Product Suite

- Controlled Market Entry in December 2005 in San Antonio
- AT&T U-verse^{sm} TV
- AT&T Yahoo!® High Speed Internet – *U-verse Enabled*

Current Video Offering:

- **High-quality video experience**, more than 200 channels, which include set-top boxes with an internal DVR
- **Video-on-demand** (VOD) library featuring hundreds of hours of a variety of programming
- Extensive use of **picture-in-picture**
- Fast channel changing
- Parental Controls

Where we are going...

- Enter more markets
- Modify and increase the number of channels and video-on-demand titles
- High-definition channels
- Interactive applications

Future options include: remote-access capabilities, consumer VoIP, multiple-camera-angle and picture-in-picture functionality, one-touch access to personalized information, My Photos channel

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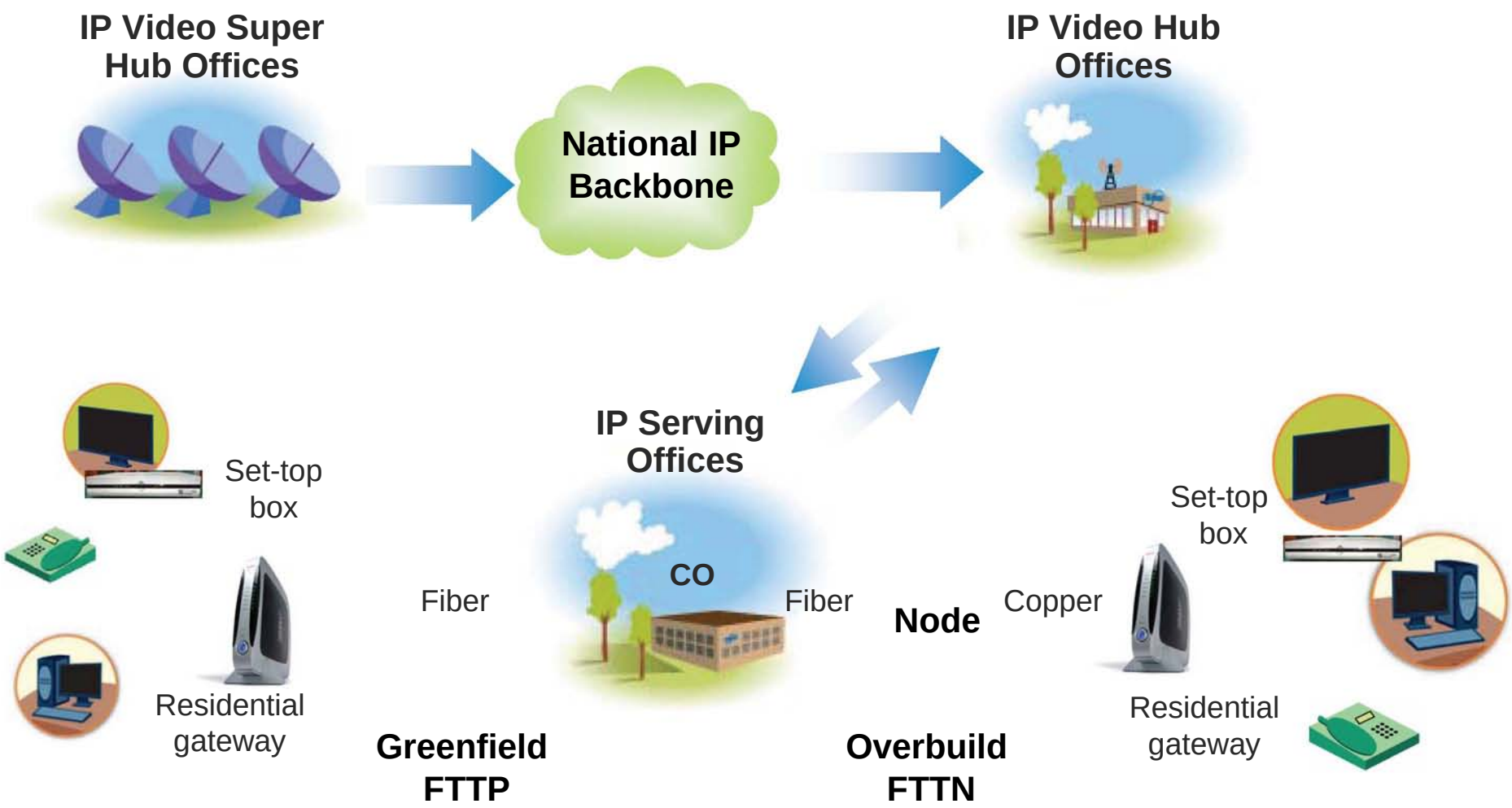
How is AT&T U-verse TV Delivered?



IP-Switched Video Advantages

Traditional Broadcast Video

Video Service Provider


TV


TV


TV

Switched Video

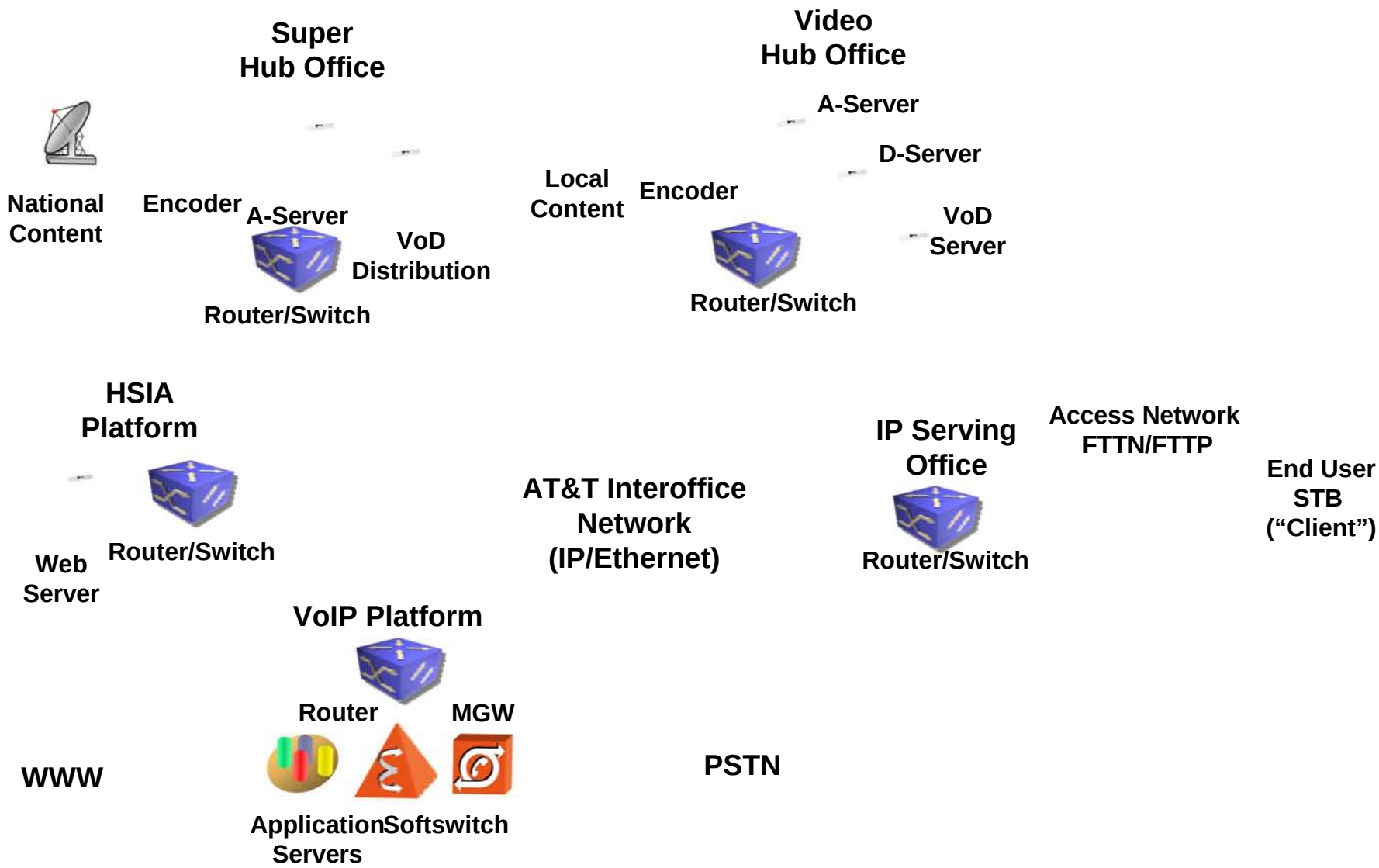
AT&T U-verse TV


TV


TV


TV

IP Services Interactive Platform

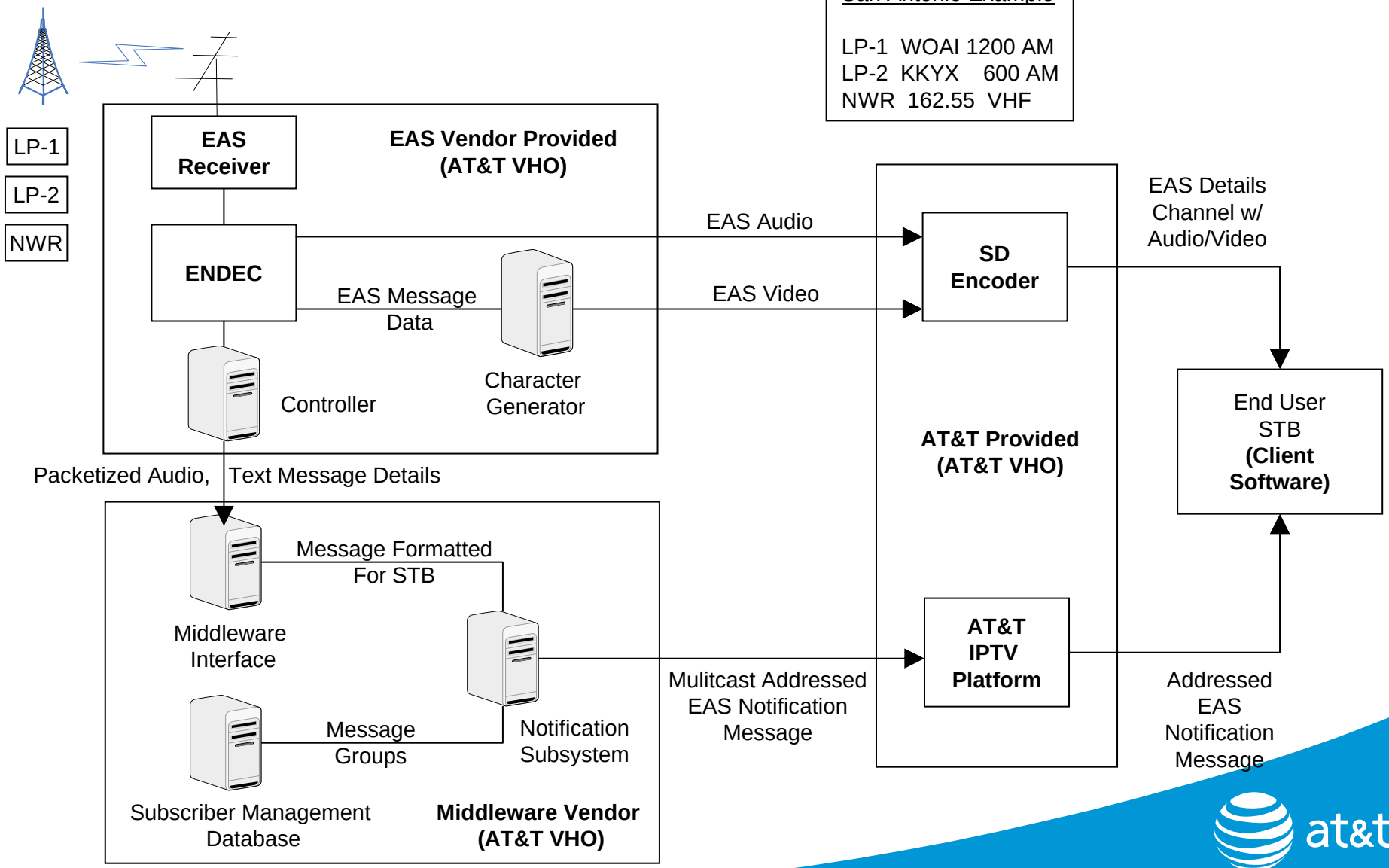


AT&T's EAS Plan

- **December 2005 - 12/31/2007**
  - AT&T is currently offering its AT&T U-verse TV service to a limited number of customers in the San Antonio, Texas area as part of its "controlled market entry".
  - For "controlled market entry" and in any markets AT&T adds when it starts to scale its platform this fall AT&T will make available EAS alerts via "pass through" on the local broadcast channels. This mirrors what DBS makes available today.

- **December 31, 2007 and Going Forward**
  - On or before 12/31/2007 AT&T plans to implement an EAS solution that makes available EAS alerts on multiple sources of content in addition to passing through alerts on the local broadcast channels.
  - Presidential Alerts will be carried on all content sources and made available by "force tuning" the STB to an EAS details channel.
  - State and local alerts will be provided via a visual (scroll, icon or text) and audio notification with a "point to" message referring to the EAS details channel.
  - Required weekly and monthly tests will be done by a recorded override on all channels.
  - Alerts originating on local broadcast channels will continue to be passed through.

High Level EAS Network Architecture



Challenges to Implement EAS Over IPTV

- **Challenges to Implement EAS Over IPTV:**
  - AT&T must identify an EAS system vendor that provides a receiver and encoding equipment capable of accepting messages and generating audio and video characters that can then be encoded into an IP format for display on AT&T's IPTV system.
  - AT&T's IPTV vendor must develop capability in its middleware to accept and route notification messages to end users via a notification subsystem.
  - Requires updates both on the network side within the server load and on the client side within the STB on the customer premises.

- **Current Steps Being Taken by AT&T to Develop an EAS Solution:**
  - AT&T has developed a set of EAS solution requirements and is in the process of evaluating EAS equipment providers to determine which is best suited to its service.
  - AT&T expects to select an EAS equipment vendor in the 1st Half of 2006.
  - AT&T is also in the process of working with our middleware vendor to define the interface between the EAS equipment and the IPTV middleware.
  - Early scoping of the development work has been started.

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Alert Receipt & EAS Details Channel

- **Alert Receipt**
  - State and local alerts will be targeted to specific geographical locations by FIPS codes.
  - Each message contains a list of FIPS codes. AT&T's STBs then display messages that correlate to the FIPS codes associated with that STB.
  - AT&T is also looking into displaying emergency information to people not watching traditional EAS broadcast sources such as time-shifted DVR programs.
- **Details Channel**
  - The EAS details channel will ensure that end users have the ability to view/hear the entire alert message.
  - A point to message will refer end users to the details channel. The details channel contains the full text and audio version of the message for the duration of the alert.

PRELIMINARY – Alerting Levels

- **Level 1 - "Live" Override On All channels (Examples EAN)**
  - Planned to be used for National or Presidential Alerts.
  - A live override message immediately replaces the current programming, and lasts an indefinite time until the end of alert message is received.
- **Level 2** - **Recorded Override On All Channels (Examples EAT, RMT, RWT)**
  - Planned to be used for National and Regional Monthly and Weekly emergency alert tests.
  - A recorded alert message for up to 2 minutes that has a unique audio message for each new alert and may include AFSK coded digital data which is played immediately.
- **Level 3 - Graphics and Tone Alert Message (Examples TOR, FFW, CAE)**
  - Planned to be used for state and local alerts such as warnings that impose immediate threat to life and/or property. Examples include tornado and flash flood warnings etc.
  - Graphics, Scrolls, Tones, beeps and Icons or Scroll on all channels.
- **Level 4 - Notification on Program Guide via User Interface (Examples SVA, HUA)**
  - Planned to be used for watches and other state and local alerts, Available to viewed “on demand”.
- **Level 5 – None. (Examples DMO, NPT)**
  - Background message screen only. These have the lowest levels of alerting.

Note: This slide depicts potential alerting levels proposed within AT&T’s implementation of EAS. AT&T’s EAS solution is under development and this is subject to change.

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AT&T:
A New Era in Entertainment